What Is Claimed Is:

the drive unit.

on fuel consumption.

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- 1. In a motor vehicle having a crankshaft starter generator operatively arranged between an engine clutch and a gearbox clutch of a crankshaft, a drive unit, a clutch gearbox, and a power takeoff shaft, a method for operation of said motor vehicle comprising the step of operating the starter generator between the two clutches to turn on the drive unit at a moment in time when the gearbox clutch changes into a slipping state and said power takeoff shaft is disconnected from
- The method recited in Claim 1 wherein the drive unit is an internal combustion unit.
- The method according to Claim 2, wherein the starter generator is operated to start the
 combustion engine during an electrical start at a moment when a kickdown switch is operated for a certain period of time.
 - 4. The method according to Claim 2, wherein the starter generator for starting the combustion engine is operated during an electrical start at a moment when a gas pedal exceeds a defined position or when it is operated beyond a defined span of time.
- 15 5. The method according to Claim 2, wherein the starter generator is operated to start the combustion engine when a measured vehicle acceleration does not correspond to a defined required vehicle acceleration.
 - 6. The method according to Claim 1, wherein starting with an electrical start of the vehicle, the gearbox clutch, located between the gearbox and the starter generator, is operated in a slipping manner until such time as the gearbox clutch operates without slip.
 - 7. The method according to Claim 2, wherein turning on the engine clutch, arranged between the starter generator and the combustion engine, is subject to a logic control depending
 - 8. The method according to Claim 2, wherein turning on the engine clutch, arranged between the starter generator and the combustion engine, is subject to a logic control depending on a selected driving mode.
 - The method according to Claim 1, wherein as the vehicle is started, and as torque of the starter generator is either retained or changed, simultaneously, a friction torque is built up on the engine clutch via a travel or torque control.

- 10. The method according to Claim 2, wherein prior to a time when a number of revolutions of the combustion engine and a number of revolutions the starter generator are equal, a transmissible torque of the gearbox clutch is again reduced down to a slippage state.
- 11. The method according to Claim 2, wherein a defined revolution number threshold of the
- 5 combustion engine is exceeded.

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- The method according to Claim 1, wherein a defined slippage revolution number threshold value is exceeded.
- The method according to Claim 2, wherein a gradient of the engine or slippage revolution number exceeds a boundary value.
- 10 14. The method according to Claim 2, wherein a value, determined for starting up the combustion engine is deposited from a control in a volatile memory.
 - 15. The method according to Claim 2, wherein for a period of starting up the combustion engine, a temperature factor is deposited in a memory of a control device.
 - 16. The method according to Claim 1, wherein a program part is deposited in a control,
- 15 which on the basis of defined starting parameters, calculates a particular necessary required clutch moment.
 - 17. The method according to Claim 16, wherein the program part preferably comprises several modules and is either located in a control unit or is subdivided over several control units that communicate with each other.
- 20 18. The method according to Claim 16, wherein the program part with its associated functions are present in the entire system.
 - 19. The method according to Claim 1, wherein controls of the drive unit, the gearbox as well as at least one clutch are supplied with data by one coordinator.
 - The method according to Claim 1, wherein a gearbox input revolution number is acquired by means of a sensor attached to the gearbox.
 - 21. The method according to Claim 2, wherein differences between a number of revolutions of the starter generator and a number of revolutions the combustion engine, data from a wheel sensor, as well as temperatures of the engine and gearbox clutches are acquired and are processed in a gearbox control.

An apparatus for operating a motor vehicle comprising:

a drive unit:

an engine clutch;

a gearbox clutch;

5 a crankshaft;

a clutch gearbox;

a power take-off shaft; and,

a crankshaft starter generator operatively arranged between said engine clutch and said gearbox clutch and arranged to turn on said drive unit at a moment in time when a gearbox

- 10 clutch changes to a slipping state and said power take-off shaft is disconnected from said drive unit.
 - 23. The apparatus for operating a motor vehicle described in Claim 22, wherein said drive unit is an internal combustion engine.
- The apparatus for operating a motor vehicle described in Claim 22, wherein said drive
 unit is a motor.